

Press Release

December 15, 2005

"RESOLVE TO BE READY IN 2006"
Homeland Security Urges Americans to
Make Emergency Preparedness Their New Year's Resolution

WASHINGTON, D.C. - On December 31, 2005 nearly half of all adults in this country will make at least one New Year's resolution. Today, as part of its successful *Ready* campaign, the U.S. Department of Homeland Security encouraged Americans to make a resolution that is both important and easy to keep, preparing for emergencies.

"As 2006 approaches, we continue to look for innovative ways to empower families and businesses to prepare for emergencies," said Homeland Security Secretary Michael Chertoff. "In this time when Americans are making resolutions to better their lives, the message of preparedness is truly fitting. Making an emergency plan for their home or business is just one of the simple steps individuals can take to help ensure that they are as prepared as possible if an emergency occurs."

In a recent national survey conducted by The Ad Council, 80 percent of Americans agreed that taking some simple steps to prepare could help protect themselves and their families in the event of an emergency. However, only 58 percent had made an emergency supply kit, developed a family emergency plan or learned more about potential threats, the three steps recommended by the *Ready* campaign. A survey of small businesses found more than 90 percent recognized the importance of business emergency preparedness. But, less than 40 percent said their company had an emergency plan in place.

By visiting www.ready.gov, individuals and businesses can learn how to prepare their families and workplaces for emergencies including natural disasters and potential terrorist attacks. Materials, including family communication plan templates and sample business continuity plans, are available on the website providing Americans with the resources needed to make New Year's resolutions that will bring piece of mind.

The U.S. Department of Homeland Security promotes individual emergency preparedness through the Ready campaign and Citizen Corps. Ready is a national public service advertising campaign produced by the Advertising Council in partnership with Homeland Security. The Ready campaign is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. Individuals interested in more information about family and business preparedness can visit www.ready.gov or call 1-800-BE-READY to receive a "Get Ready Now" brochure. Citizen

Corps, Homeland Security's grassroots effort, localizes preparedness messages and provides opportunities for citizens to get emergency response training; participate in community exercises; and volunteer to support local first responders. To learn more and to get involved, contact your nearest Citizen Corps Council by visiting www.CitizenCorps.gov.

###